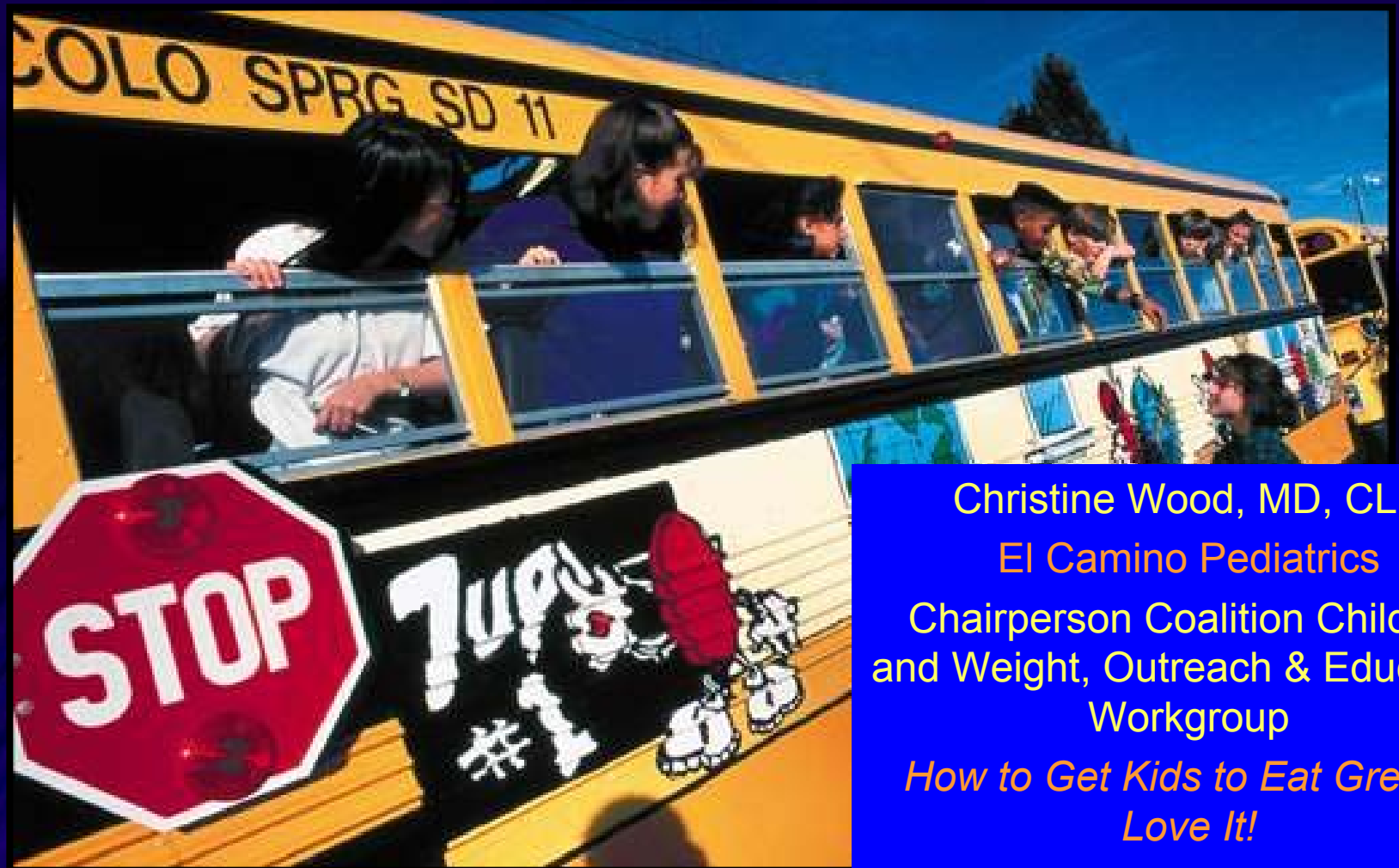


The School Food Zone: Overcoming Obstacles



Christine Wood, MD, CLE

El Camino Pediatrics

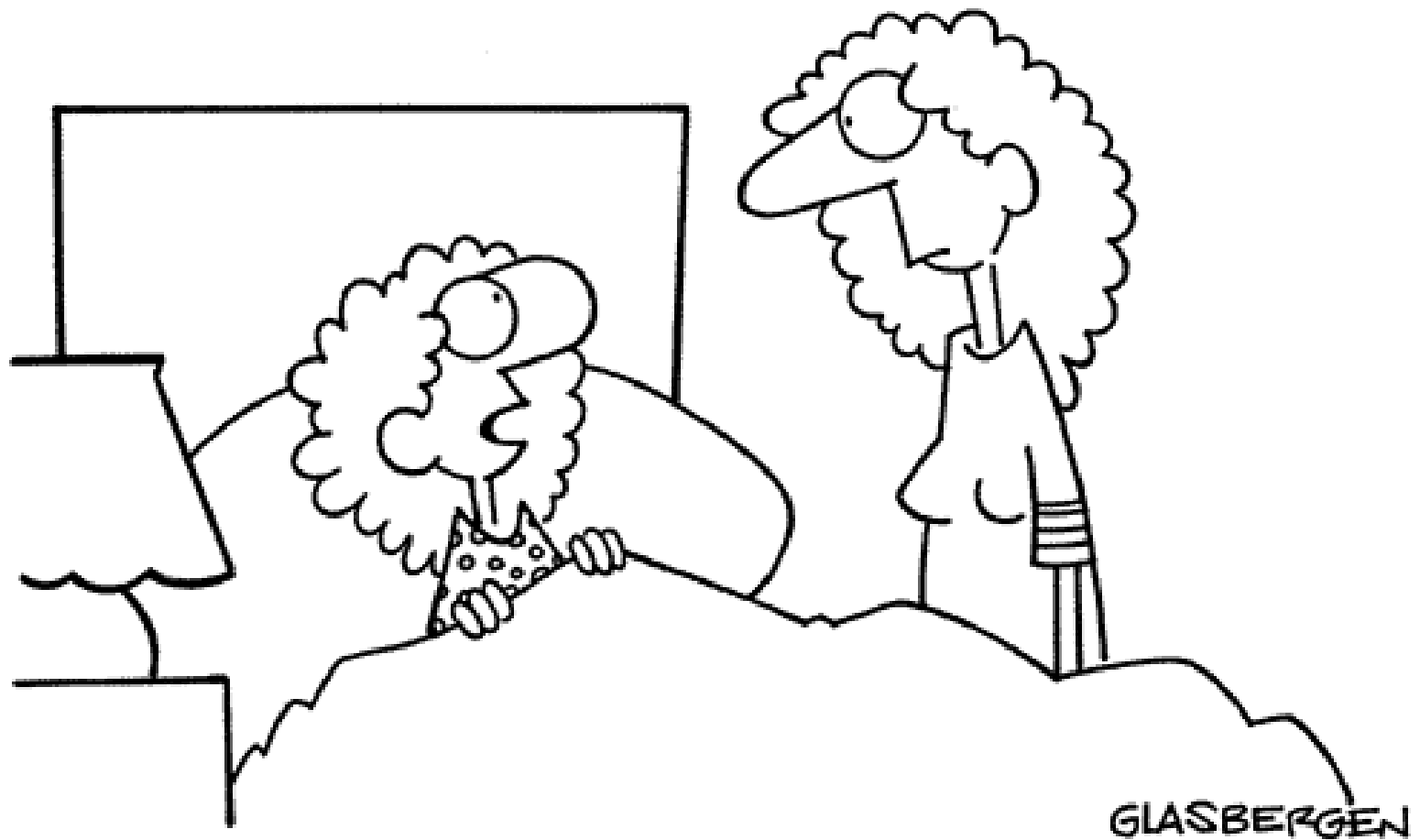
Chairperson Coalition Children
and Weight, Outreach & Education
Workgroup

*How to Get Kids to Eat Great &
Love It!*

www.kidseatgreat.com

Report Card on Pediatric Nutrition





“My teacher says we should eat 5 fruits and vegetables every day. Today I had 3 raisins and 2 peas.”

Poor Nutrition

- Fewer than 15% of school children eat the recommended servings of fruit
- Less than 20% eat the recommended servings of vegetables
- About 25% of what adolescents eat is considered to be junk food

Cradle to Grave Marketing

\$13 billion/year spent marketing to children by food and drink industry

Average child sees
55 commercials/day =
20,000 commercials a year



Building lifetime consumers...

- Children 6-19 years of age influence \$485 billion in purchase decisions in 1999
- Key goal of marketing is to shape their food preferences and build lifetime loyalty



Top % Food Sources of Added Sweeteners for 2 years and Older

Rank	Food	% of total intake
1	Soft drinks	33.0
2	Sugars and sweets	16.1
3	Cookies, cakes, etc.	12.9
4	Fruit drinks	9.7
5	Milk products	8.6

Liquid Candy

- Teens drink twice as much soda as milk
- Average soda consumption in males between 13 and 18 years old:
 - 3+ cans/day
 - 10% drink 7+ cans/day

3 12-oz. cans =

2 hours of moderate walking

(Source: Center for Science of Public Interest)

Sizing it UP!



6.5 oz
88 calories



12 oz
160 calories



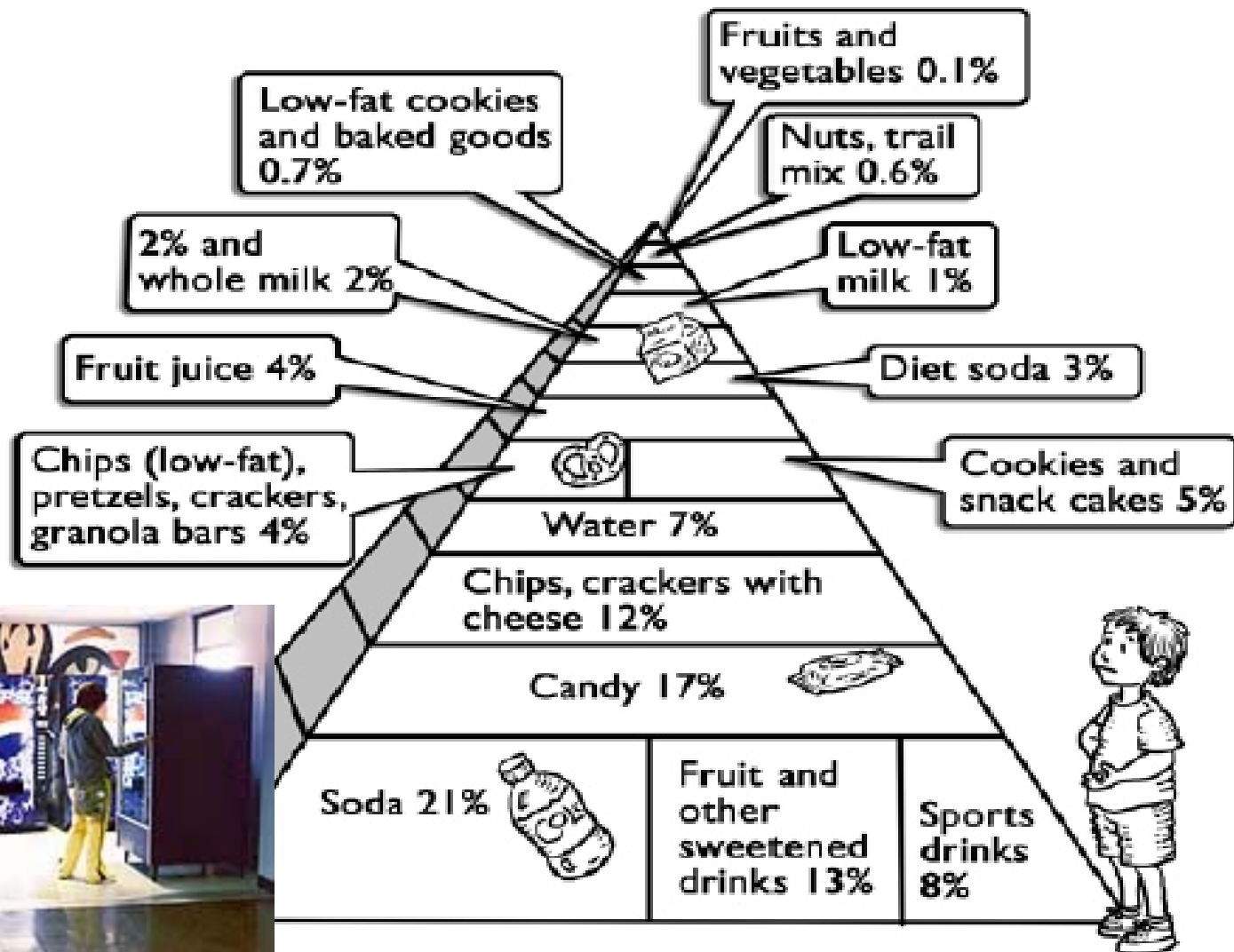
20 oz
266 calories =
1/3 cup sugar!

Sweetened Drinks: Association with Overweight

Study	Study Design	Subjects	Association
Troiano, 2000	Cross-sectional Nationally representative (NHANES III)	N = 10,371 2-19 years old	+
Public Health Institute, 2001	Cross-sectional California	N = 814 9-11 years old	+
Ludwig, 2001	Longitudinal (19 mos) Planet Health control schools	N = 548 12 years at baseline	+

Sweetened Drinks: Effect of Intervention

Study	Study Design	Subjects	Effect	Caveats
<p>Teufel, 1998</p> <p>(Zuni Diabetes Prevention Program)</p>	<p>School- & community-based</p> <p>4 years</p> <p>Goal: reduce soft drinks in vending machines and provide water coolers</p>	<p>N = 400</p> <p>9th – 12th grades</p> <p>2 schools</p> <p>Native Americans</p>	<p>At study midpoint:</p> <p>Decreased sweetened beverages</p> <p>Decreased overweight</p>	<p>Program also included other components</p> <p>Independent effects of soft drink intake could not be determined</p>



School Vending Machine Pyramid

www.cspinet.org

Childhood Obesity Epidemic

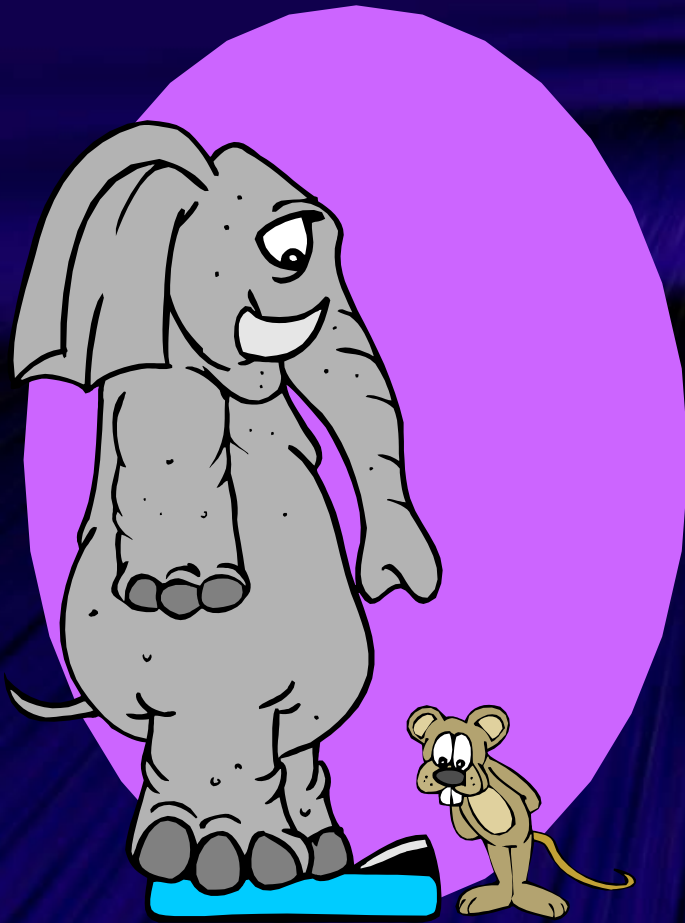
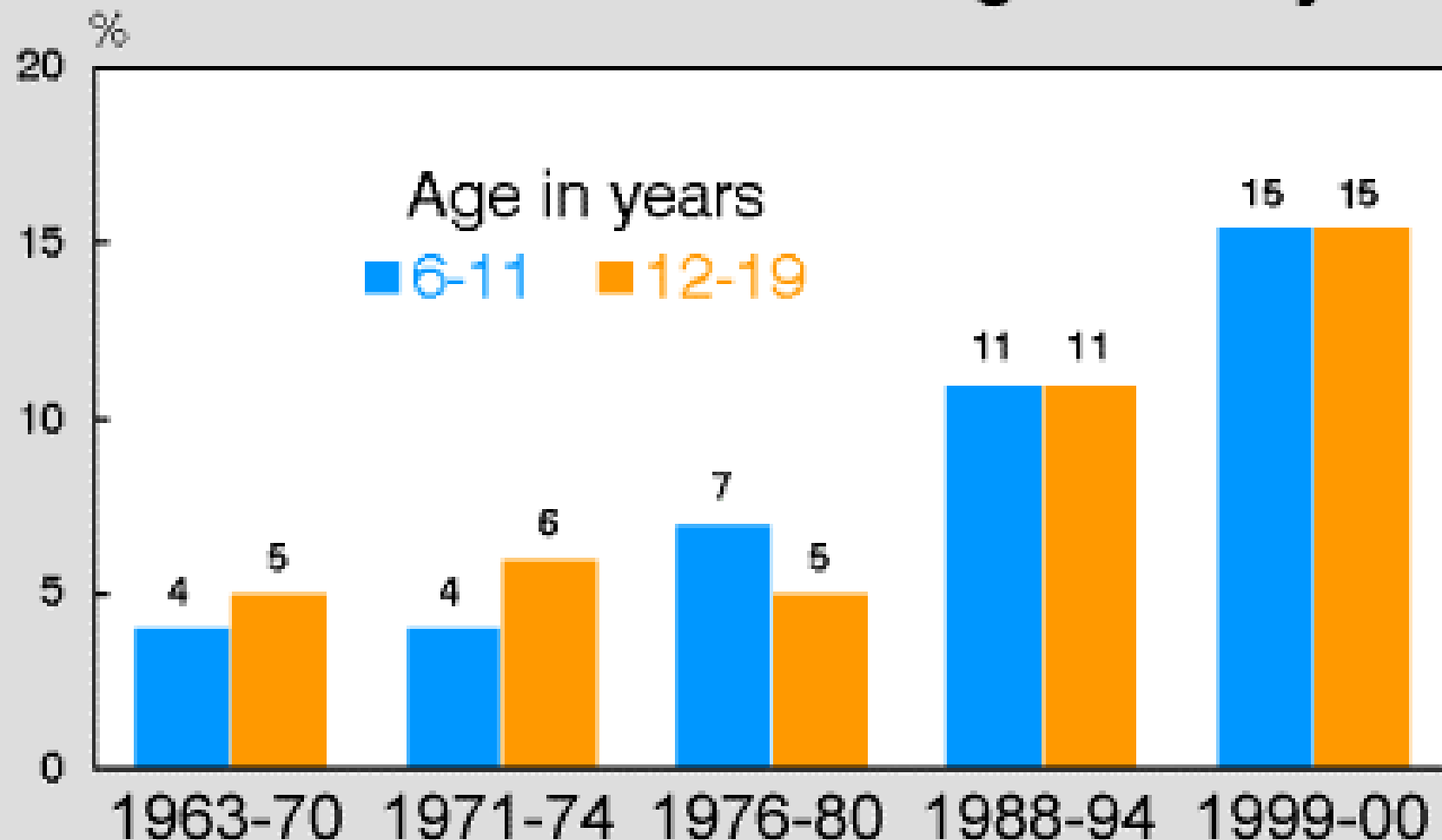


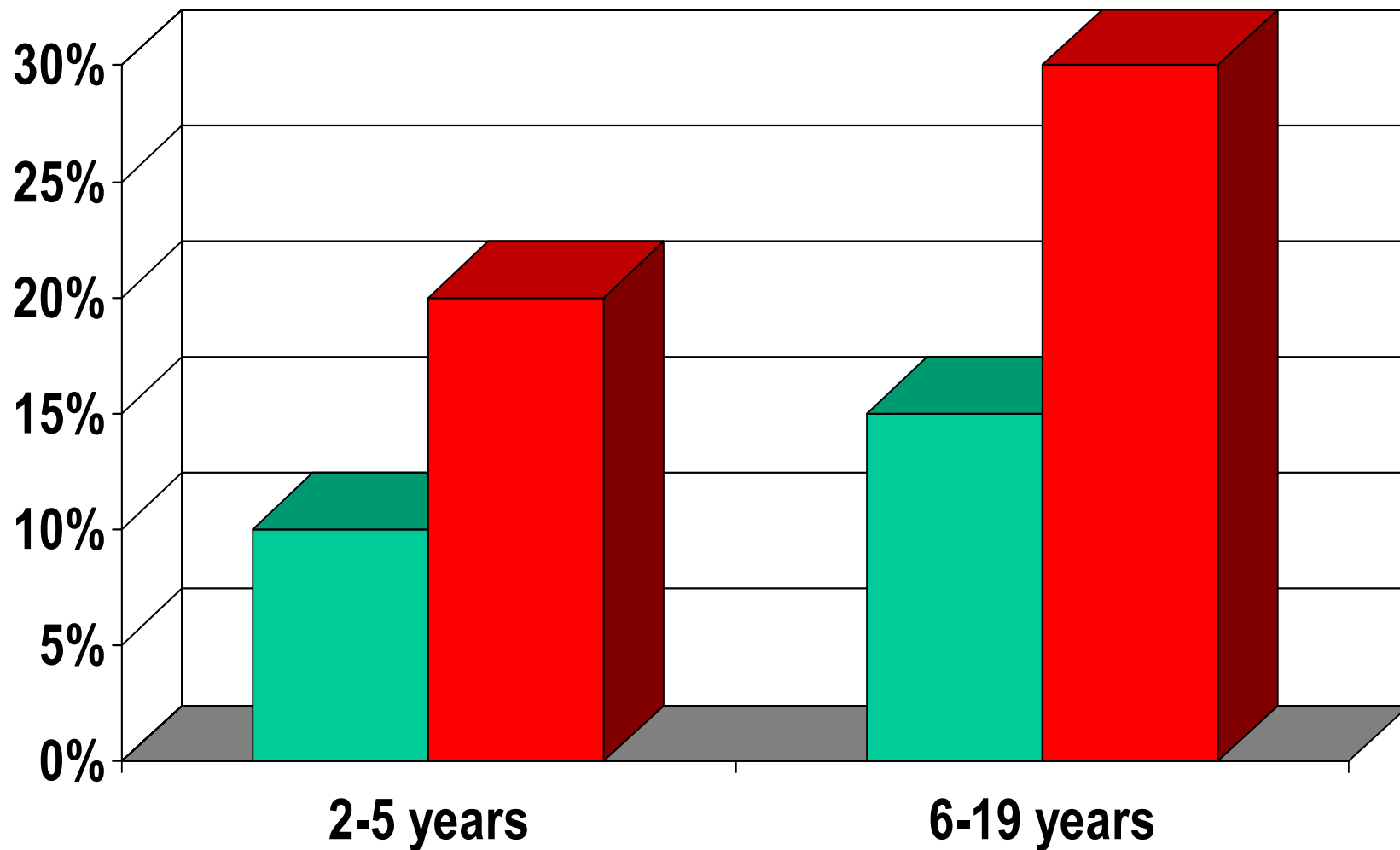
Figure 1. Prevalence of overweight among children and adolescents ages 6-19 years



NOTES: Excludes pregnant women starting with 1971-74. Pregnancy status not available for 1963-65 and 1966-70. Data for 1963-65 are for children 6-11 years of age; data for 1966-70 are for adolescents 12-17 years of age, not 12-19 years.

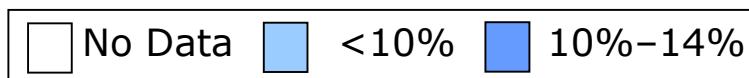
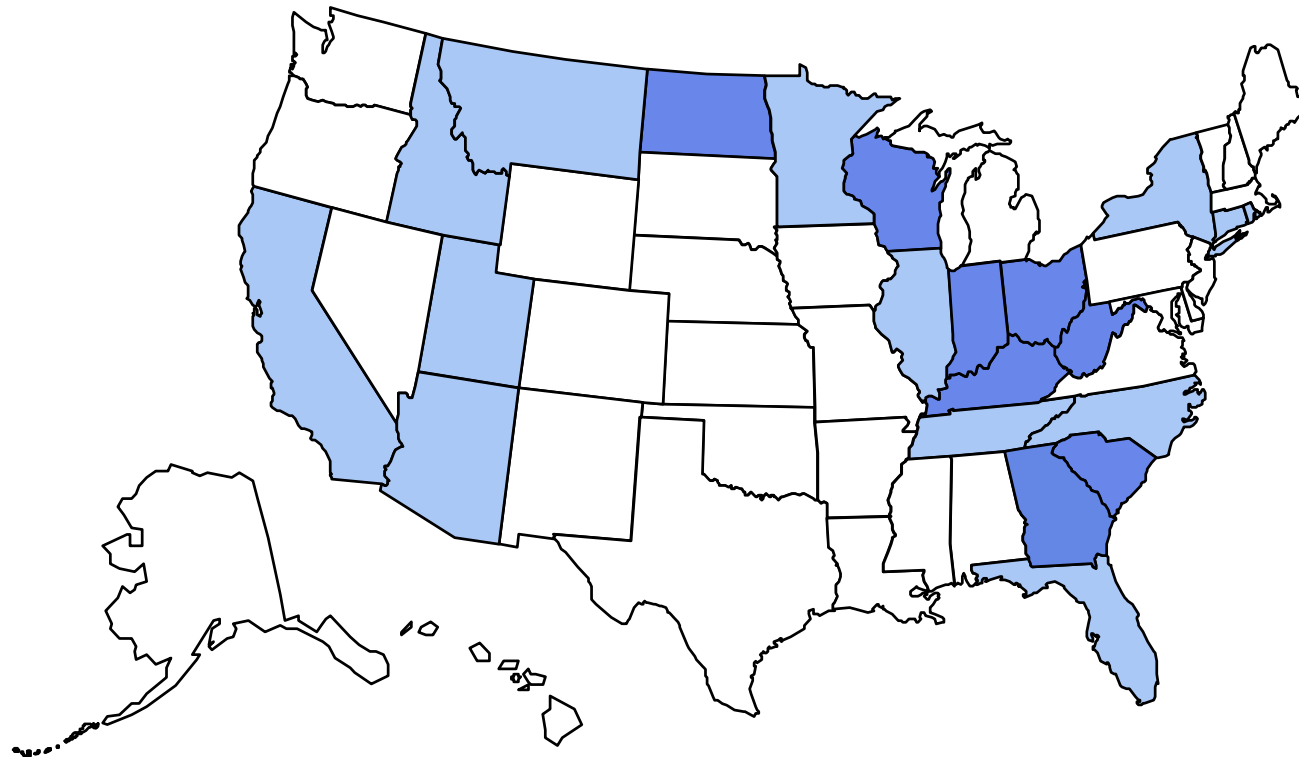
SOURCE: CDC/NCHS, NHES and NHANES.

Overweight Include "at risk"



Obesity Trends* Among U.S. Adults BRFSS, 1985

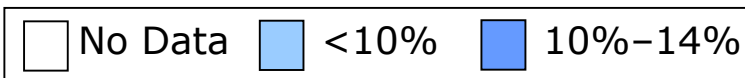
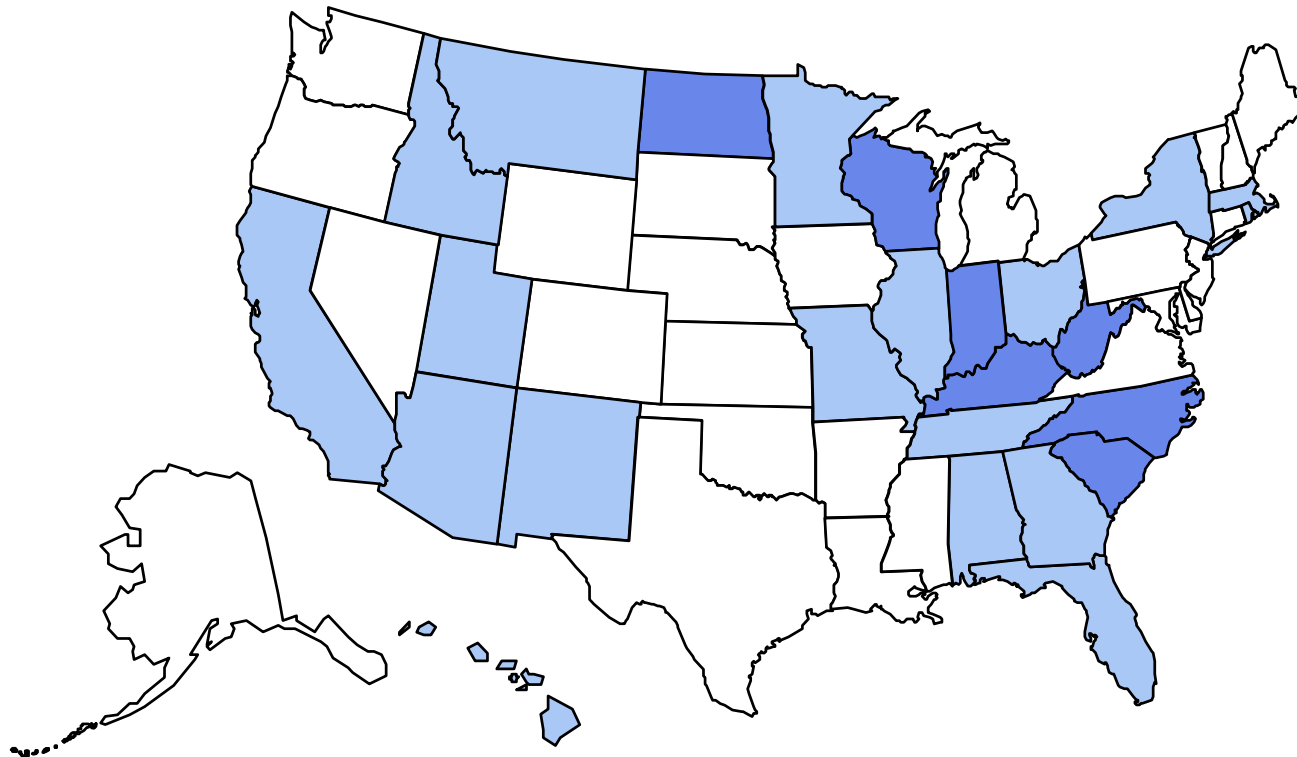
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)



Obesity Trends* Among U.S. Adults

BRFSS, 1986

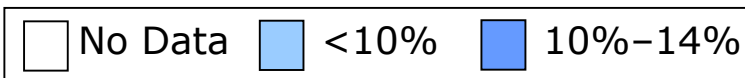
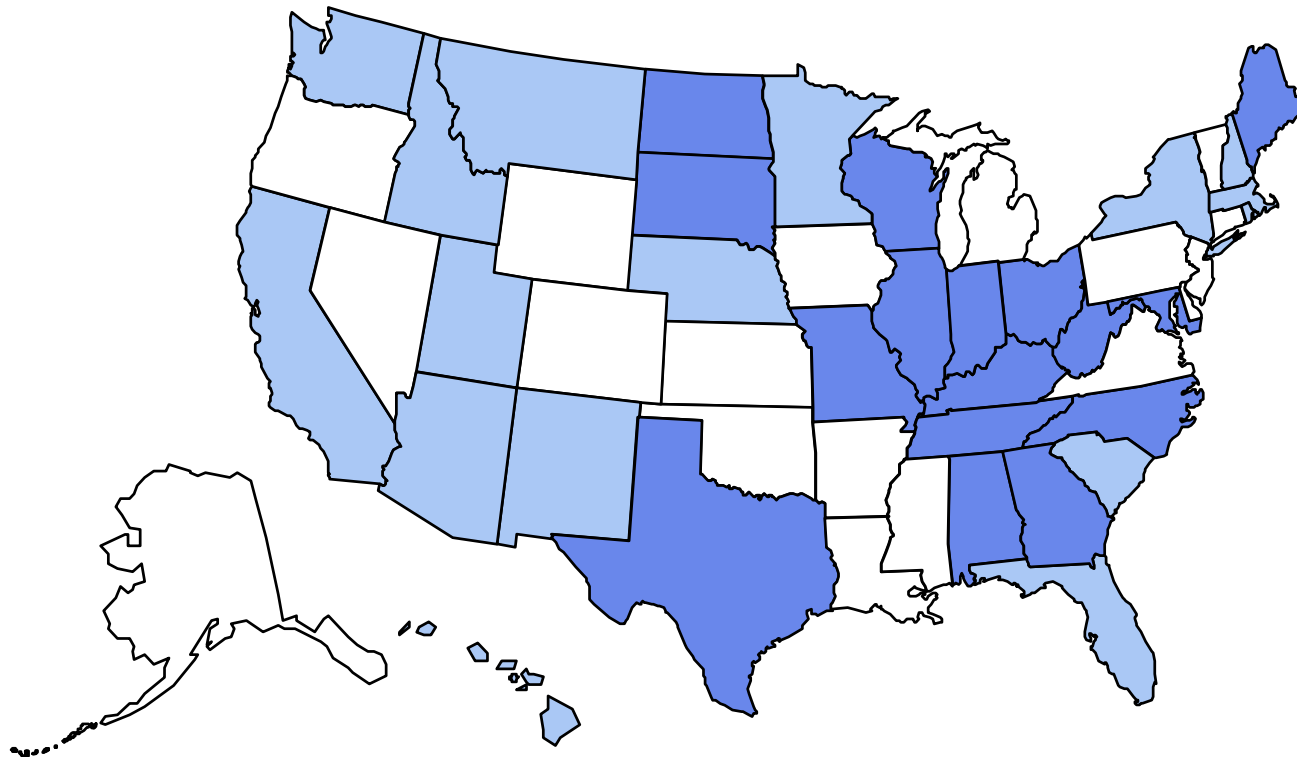
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)



Obesity Trends* Among U.S. Adults

BRFSS, 1987

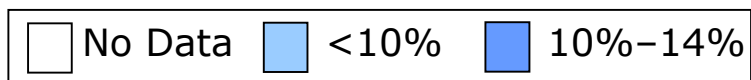
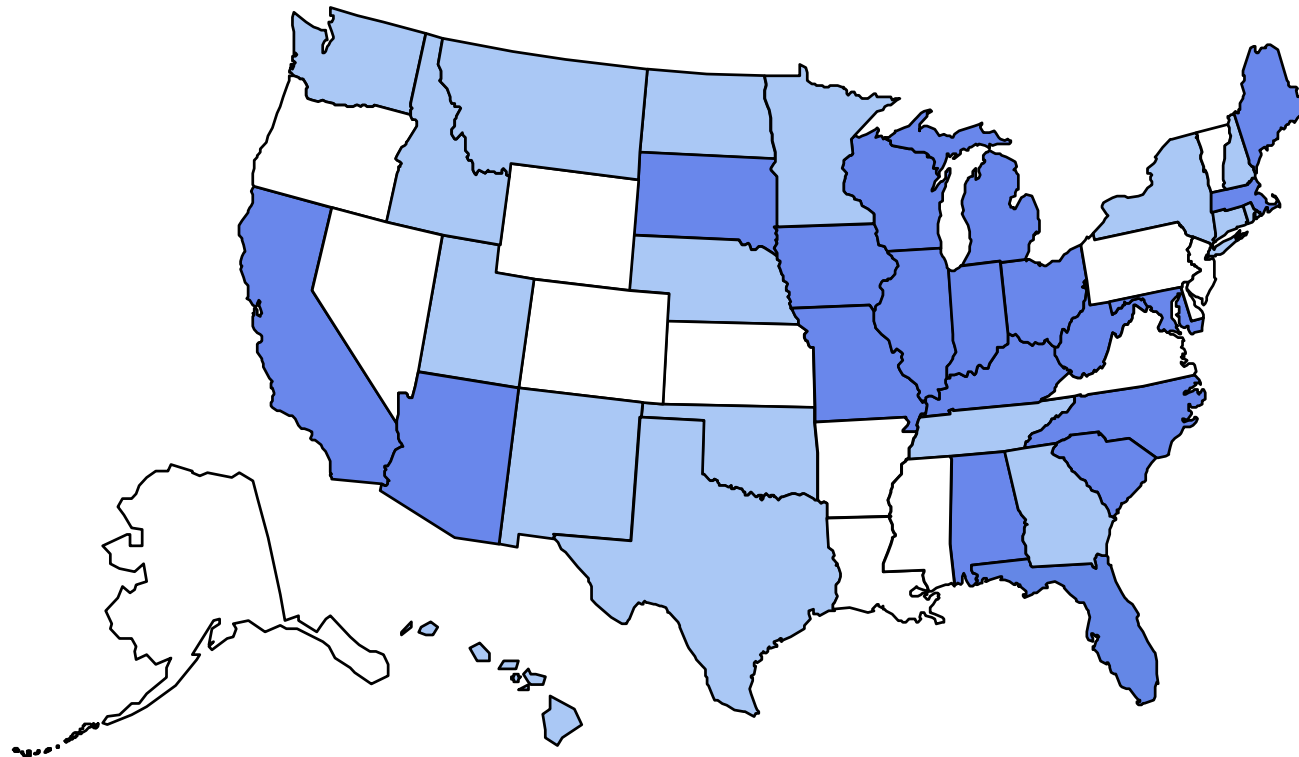
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)



Obesity Trends* Among U.S. Adults

BRFSS, 1988

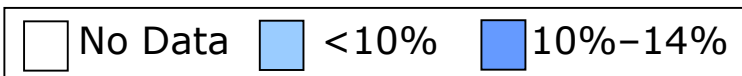
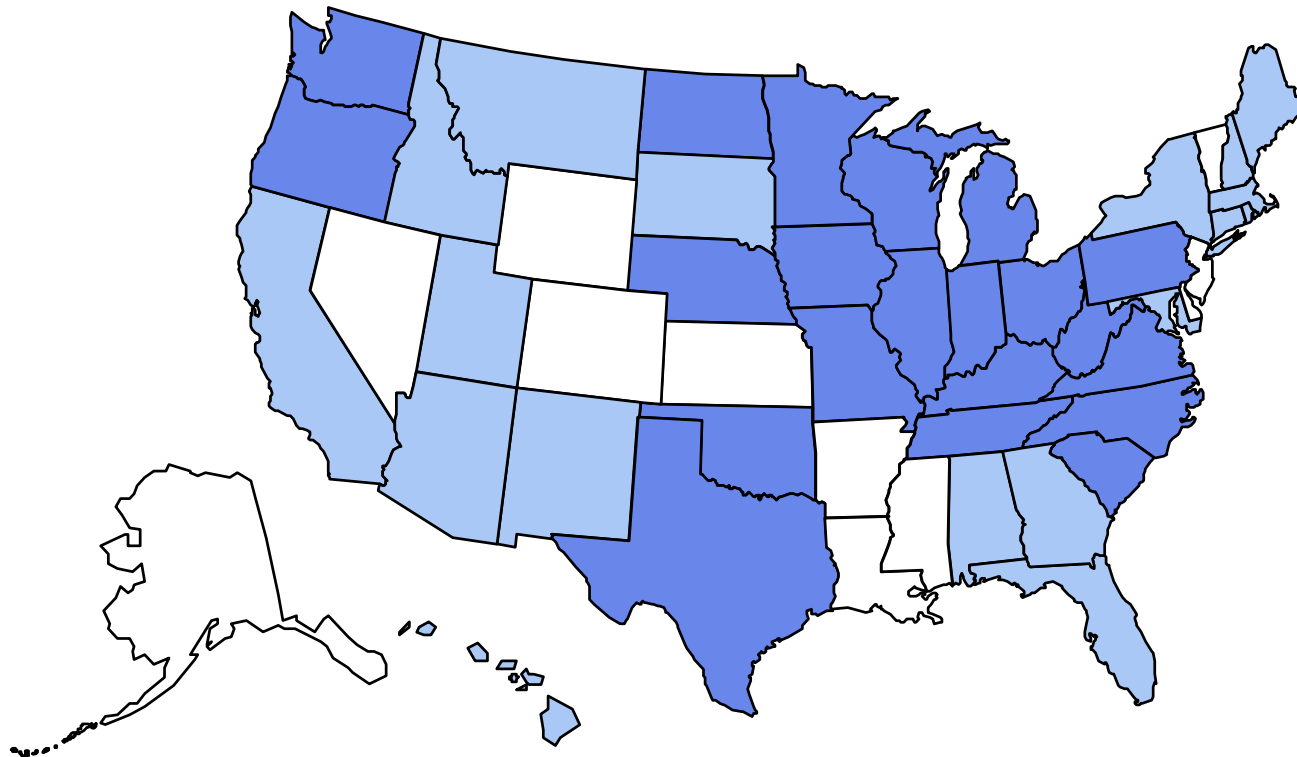
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)



Obesity Trends* Among U.S. Adults

BRFSS, 1989

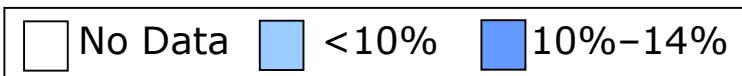
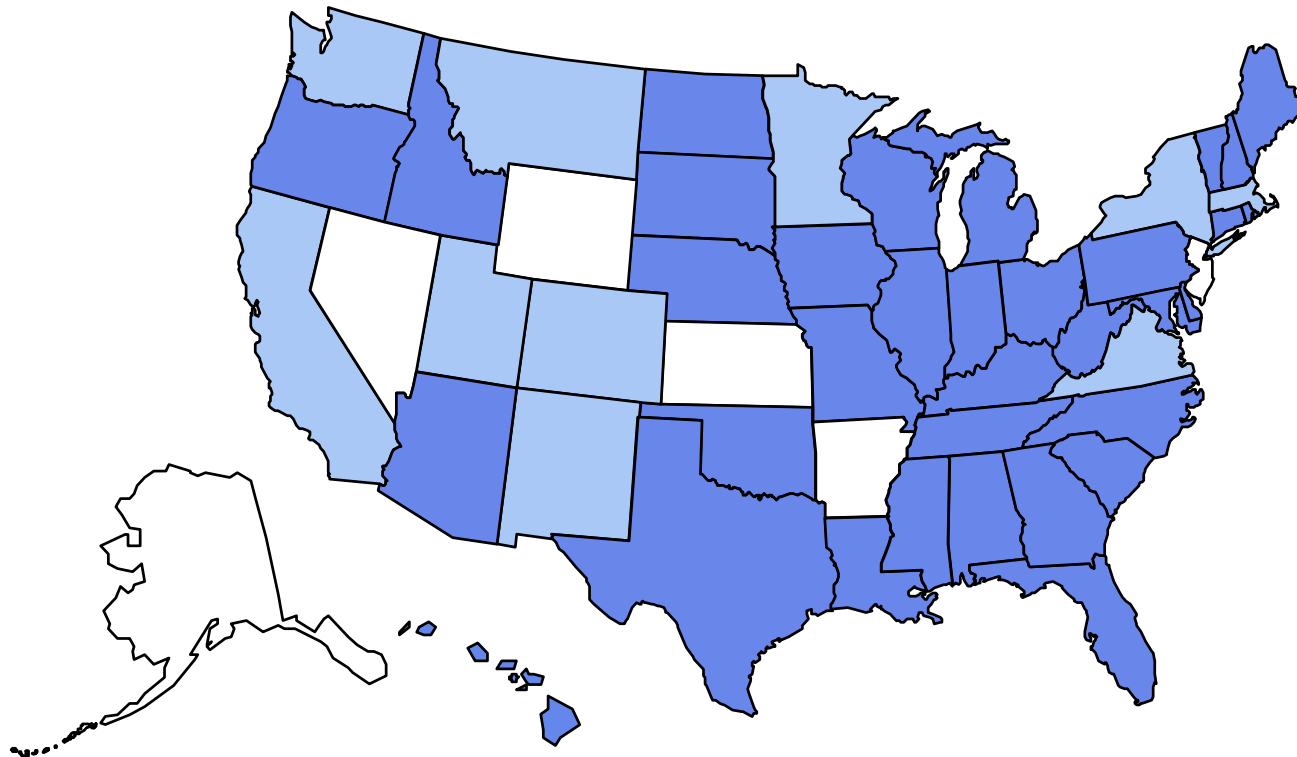
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)



Obesity Trends* Among U.S. Adults

BRFSS, 1990

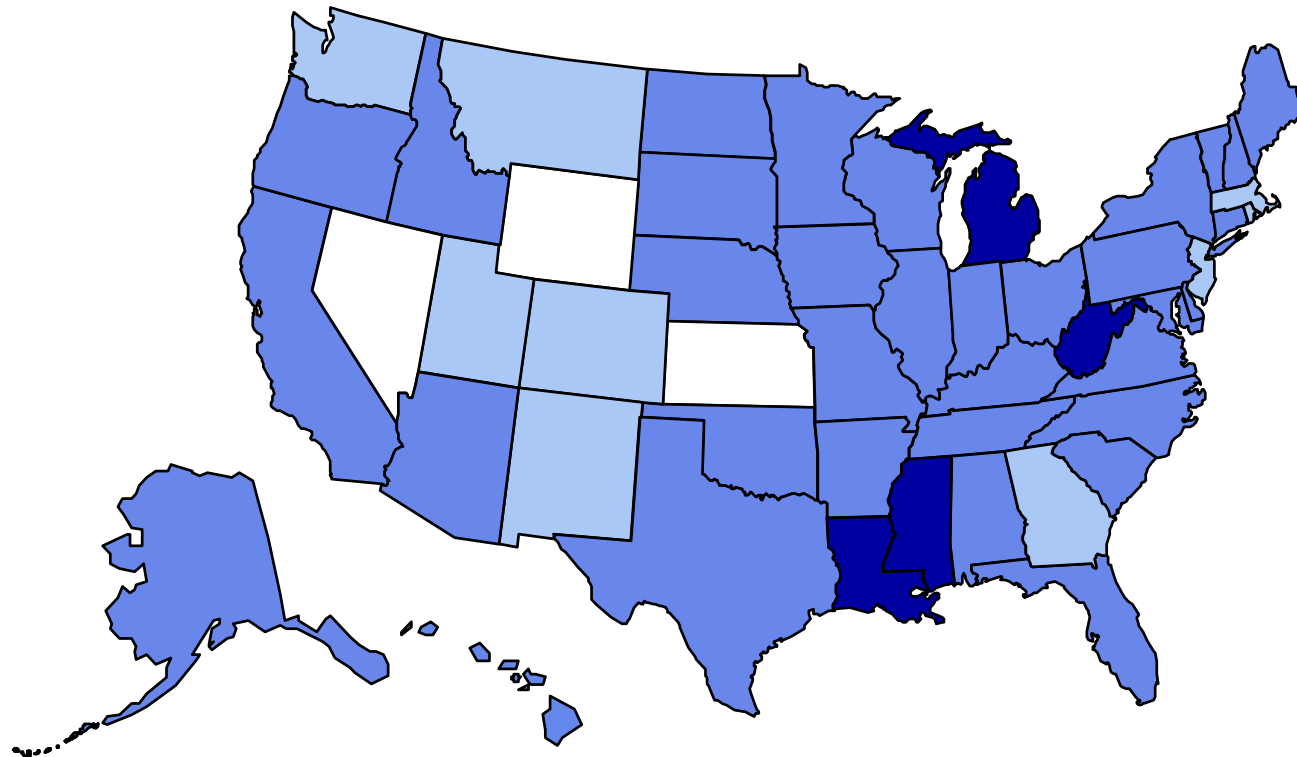
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)



Obesity Trends* Among U.S. Adults

BRFSS, 1991

(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)

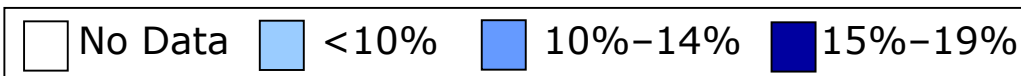
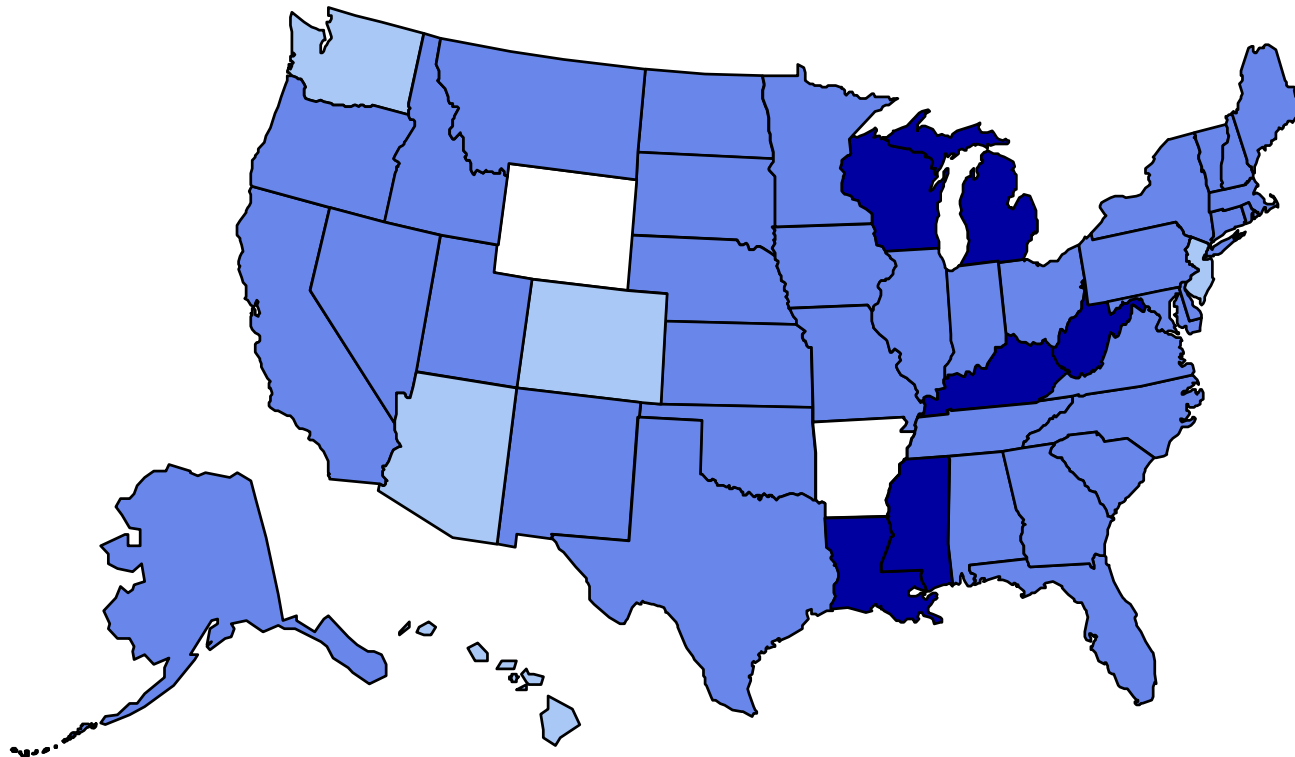


□ No Data □ <10% □ 10%-14% □ 15%-19%

Obesity Trends* Among U.S. Adults

BRFSS, 1992

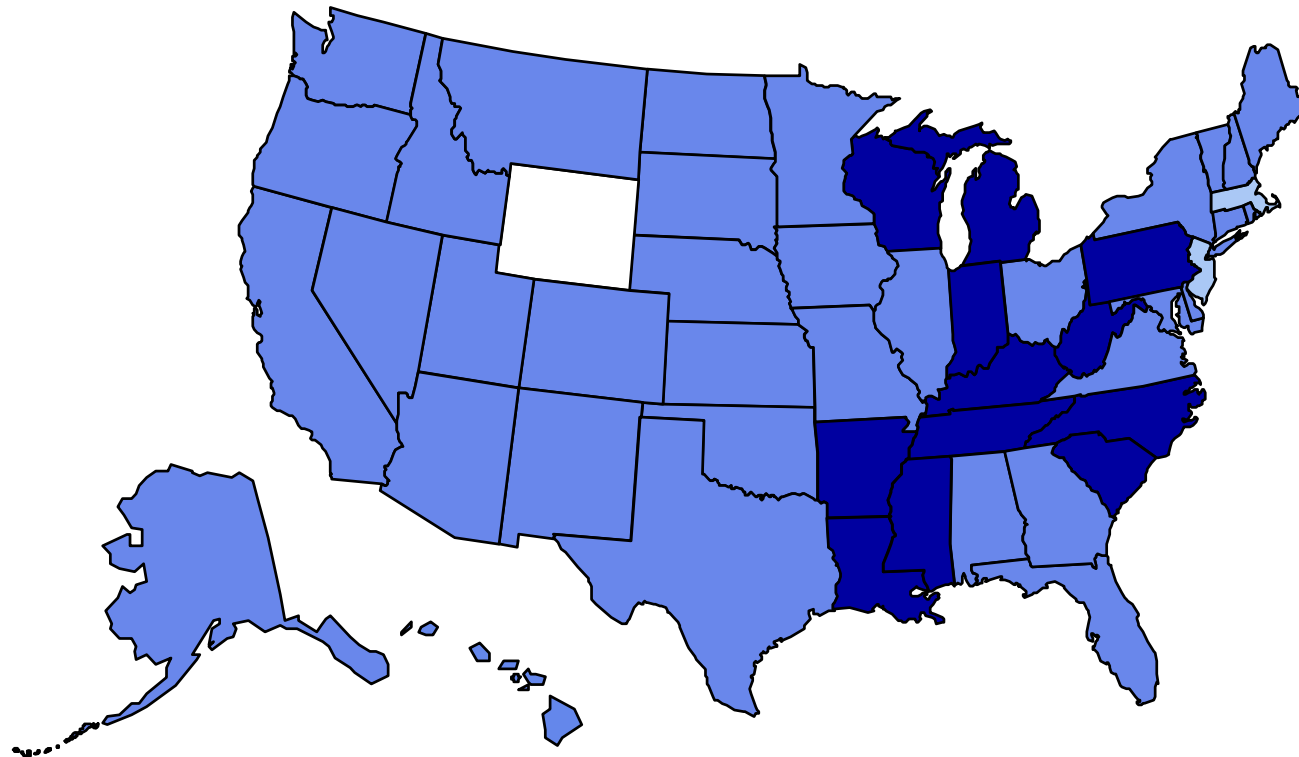
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)



Obesity Trends* Among U.S. Adults

BRFSS, 1993

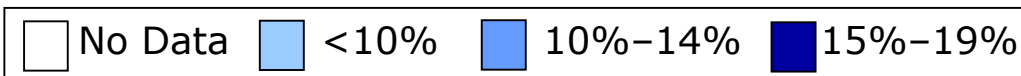
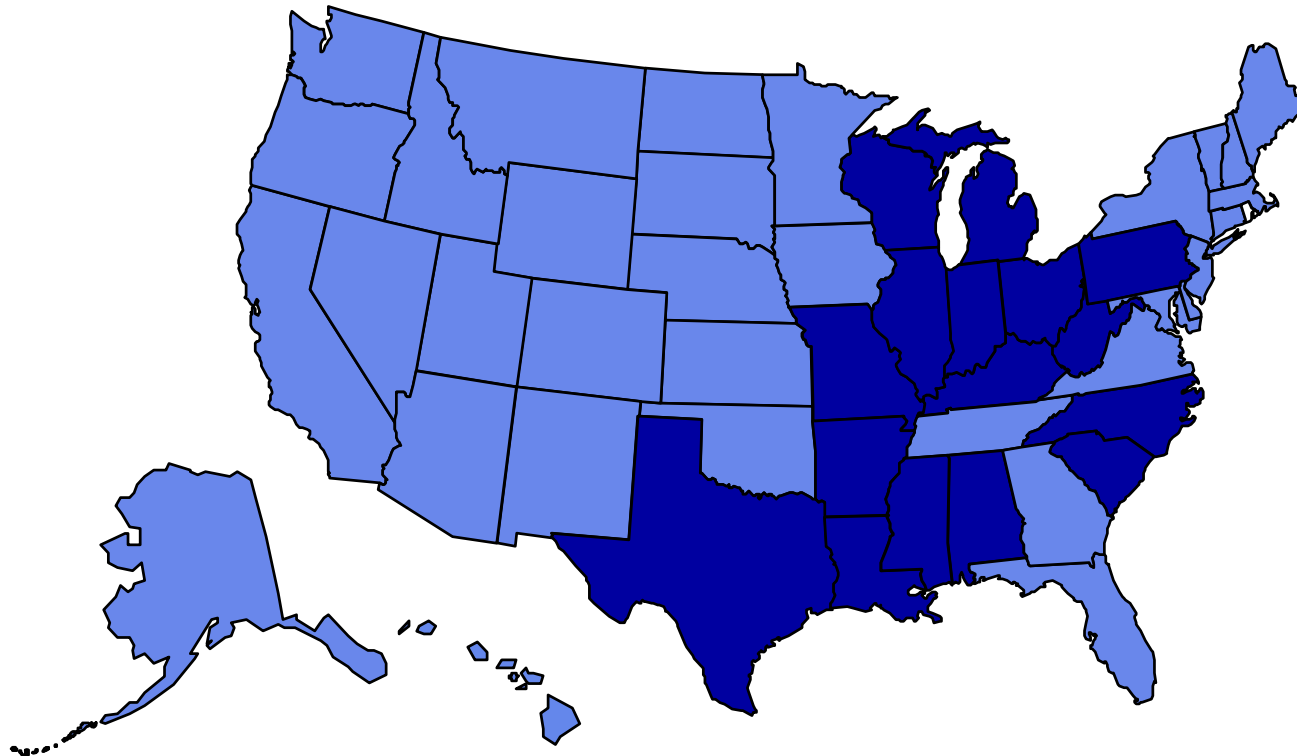
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)



□ No Data □ <10% □ 10%-14% □ 15%-19%

Obesity Trends* Among U.S. Adults BRFSS, 1994

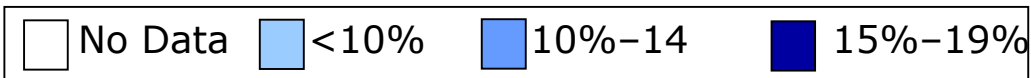
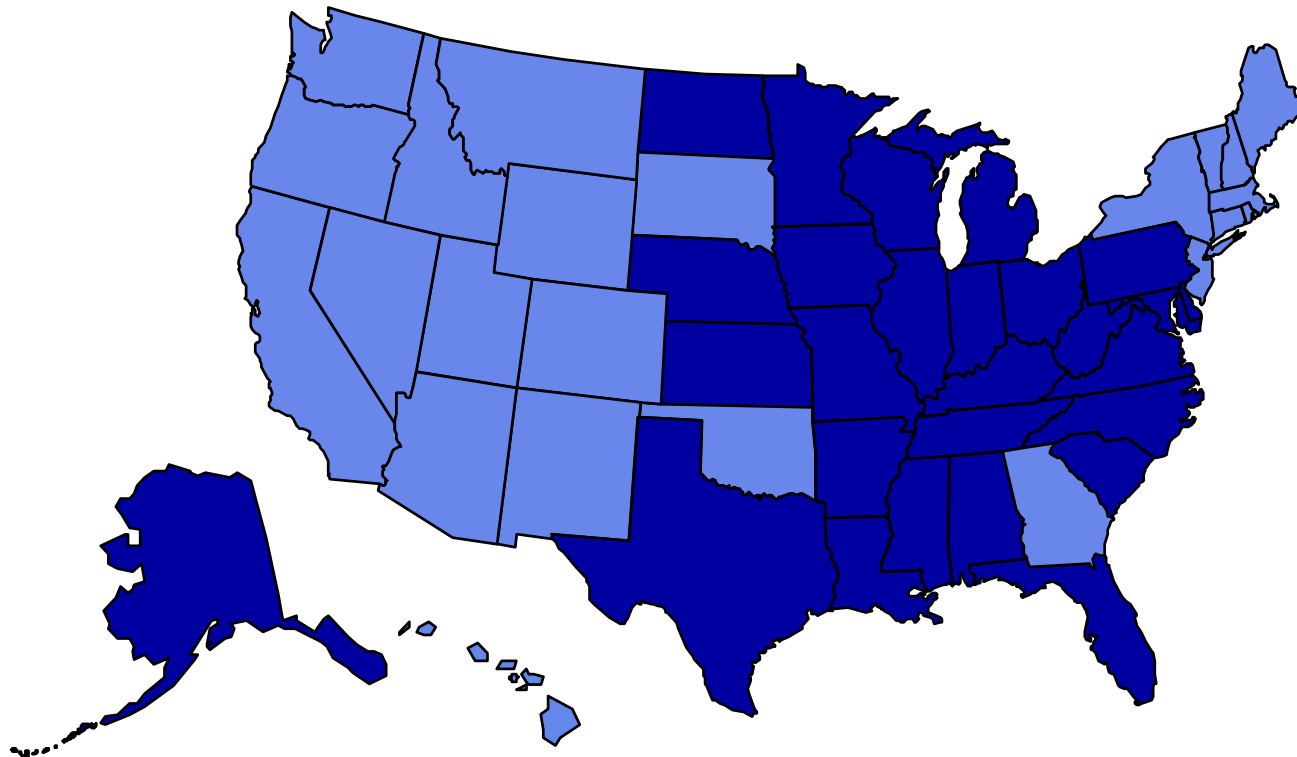
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)



Obesity Trends* Among U.S. Adults

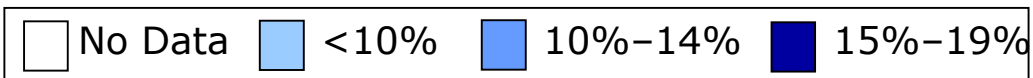
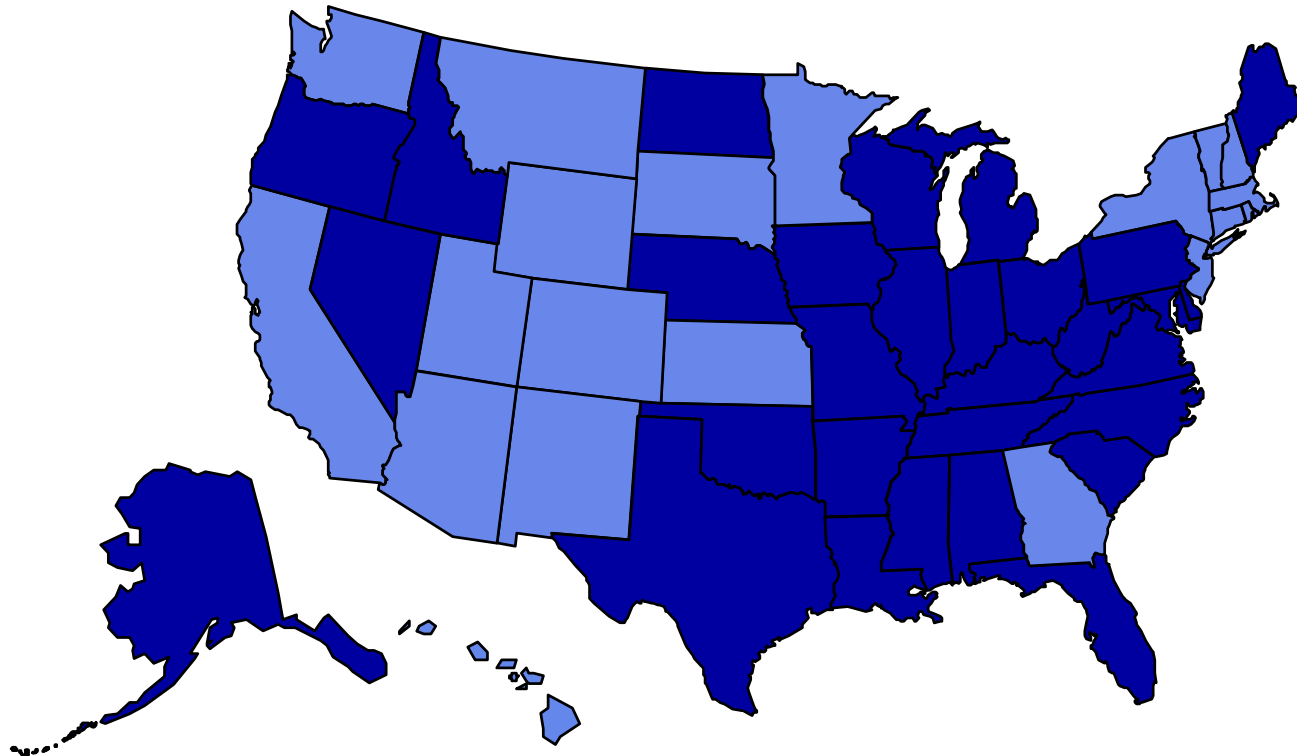
BRFSS, 1995

(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)



Obesity Trends* Among U.S. Adults BRFSS, 1996

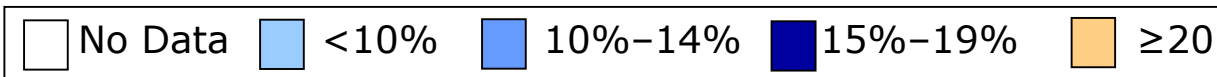
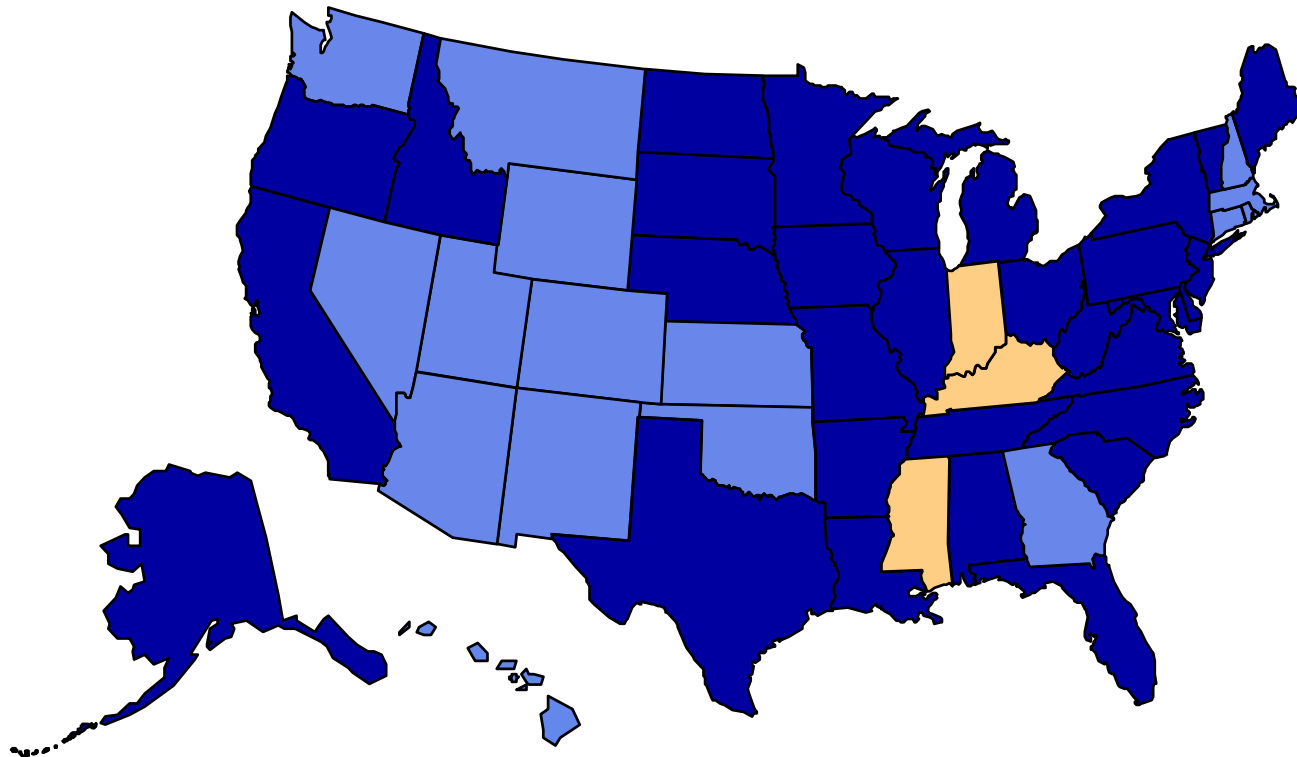
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)



Obesity Trends* Among U.S. Adults

BRFSS, 1997

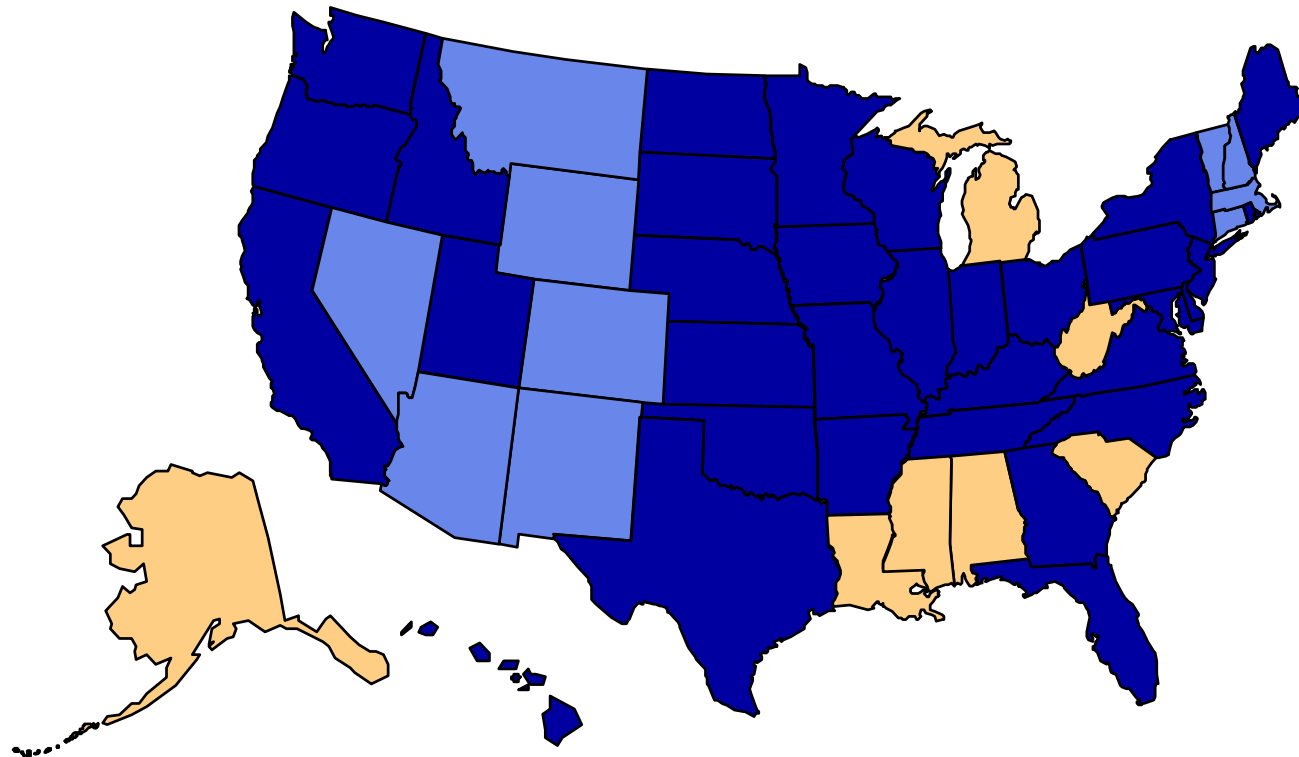
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)



Obesity Trends* Among U.S. Adults

BRFSS, 1998

(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)

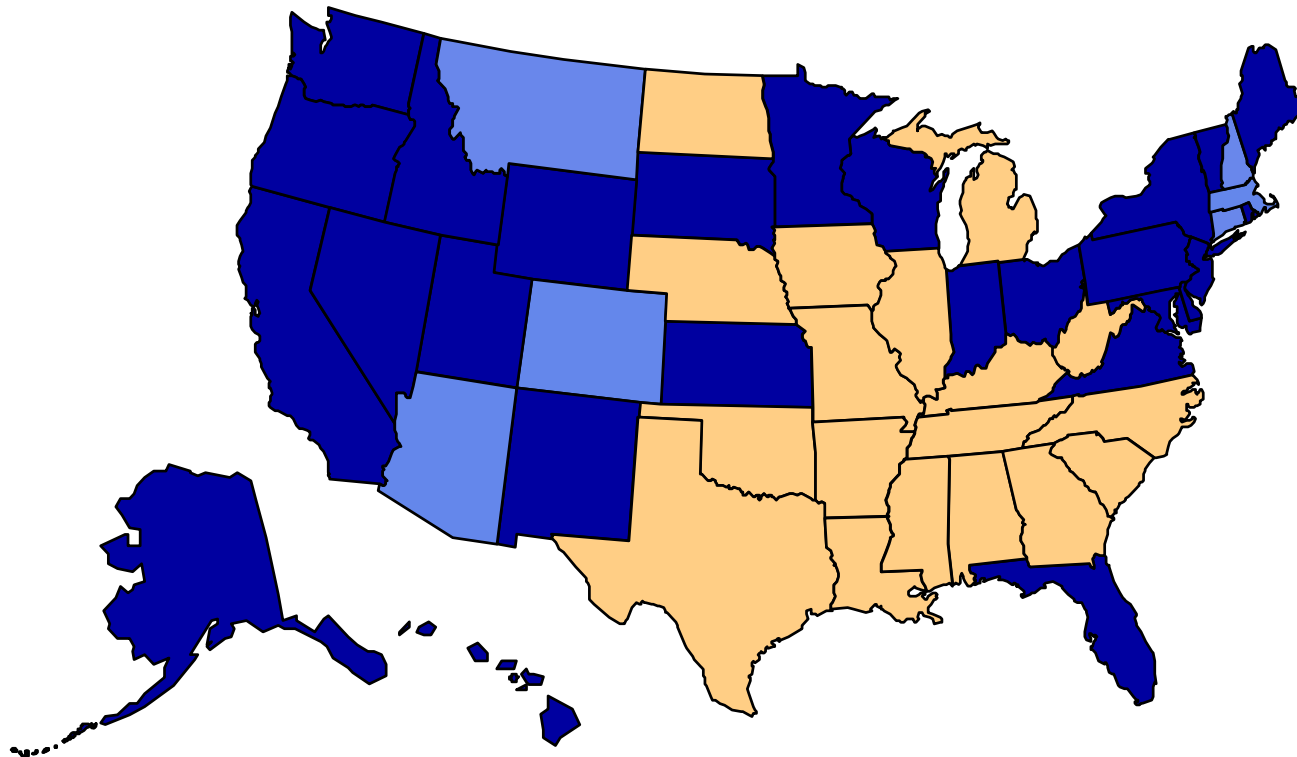


□ No Data □ <10% □ 10%-14% □ 15%-19% □ ≥20%

Obesity Trends* Among U.S. Adults

BRFSS, 1999

(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)

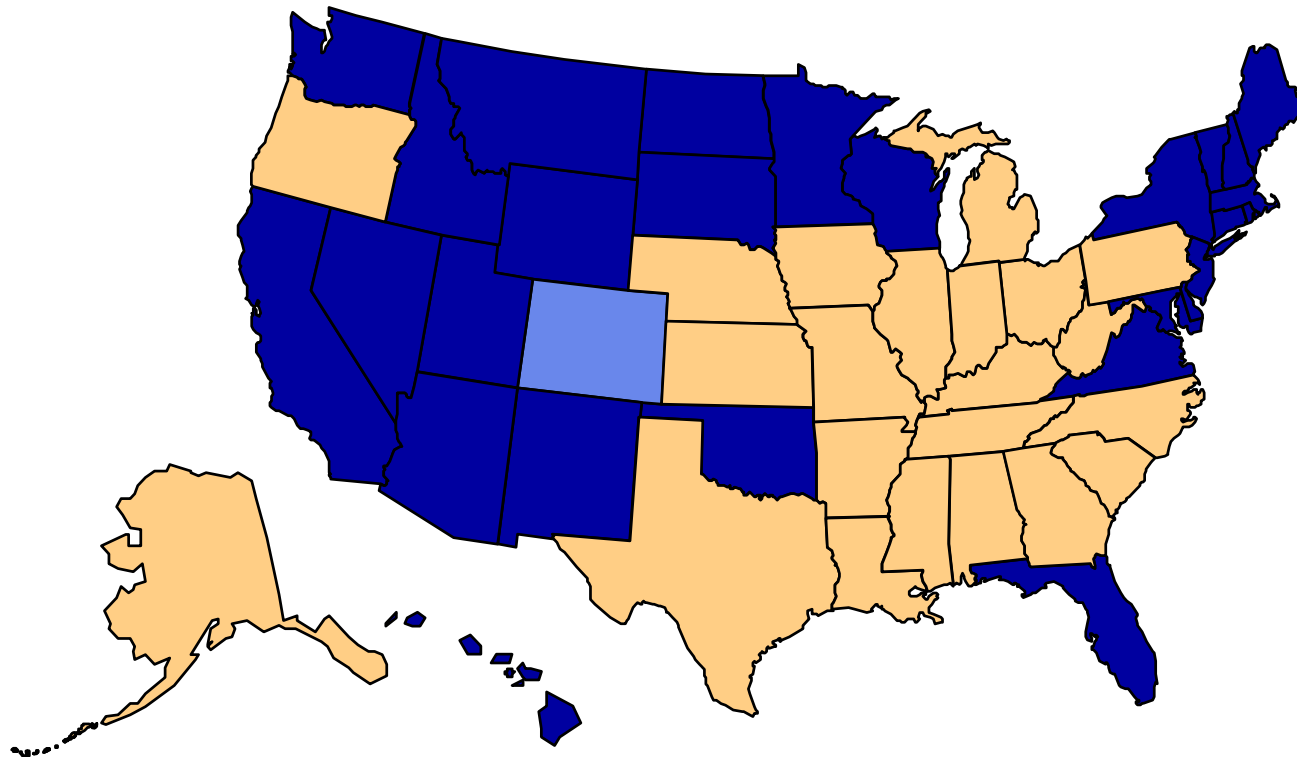


□ No Data □ <10% □ 10%–14% □ 15%–19% □ ≥20

Obesity Trends* Among U.S. Adults

BRFSS, 2000

(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)

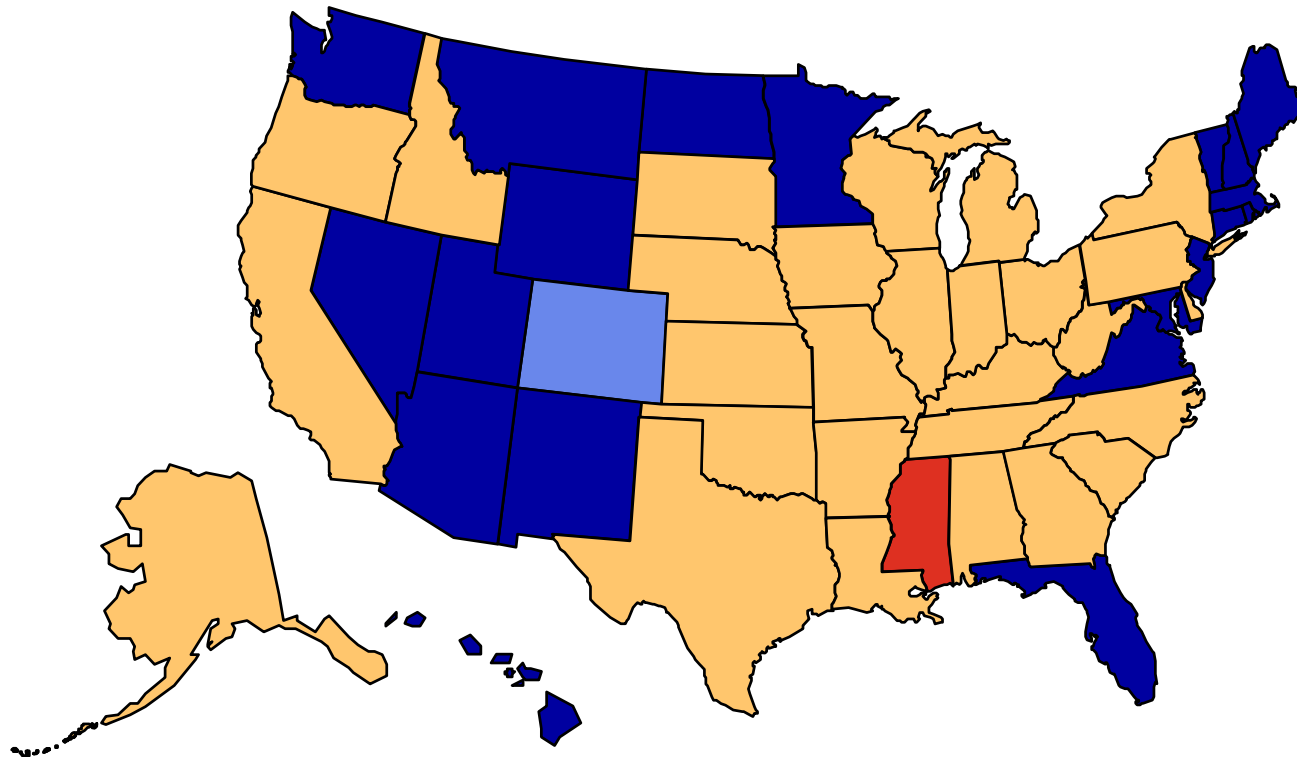


□ No Data □ <10% □ 10%–14% □ 15%–19% □ ≥20

Obesity Trends* Among U.S. Adults

BRFSS, 2001

(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)

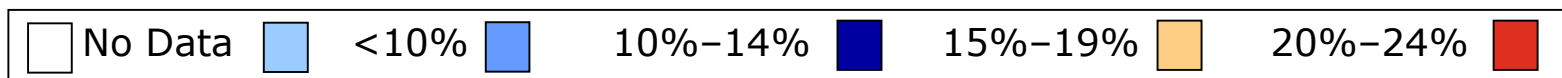
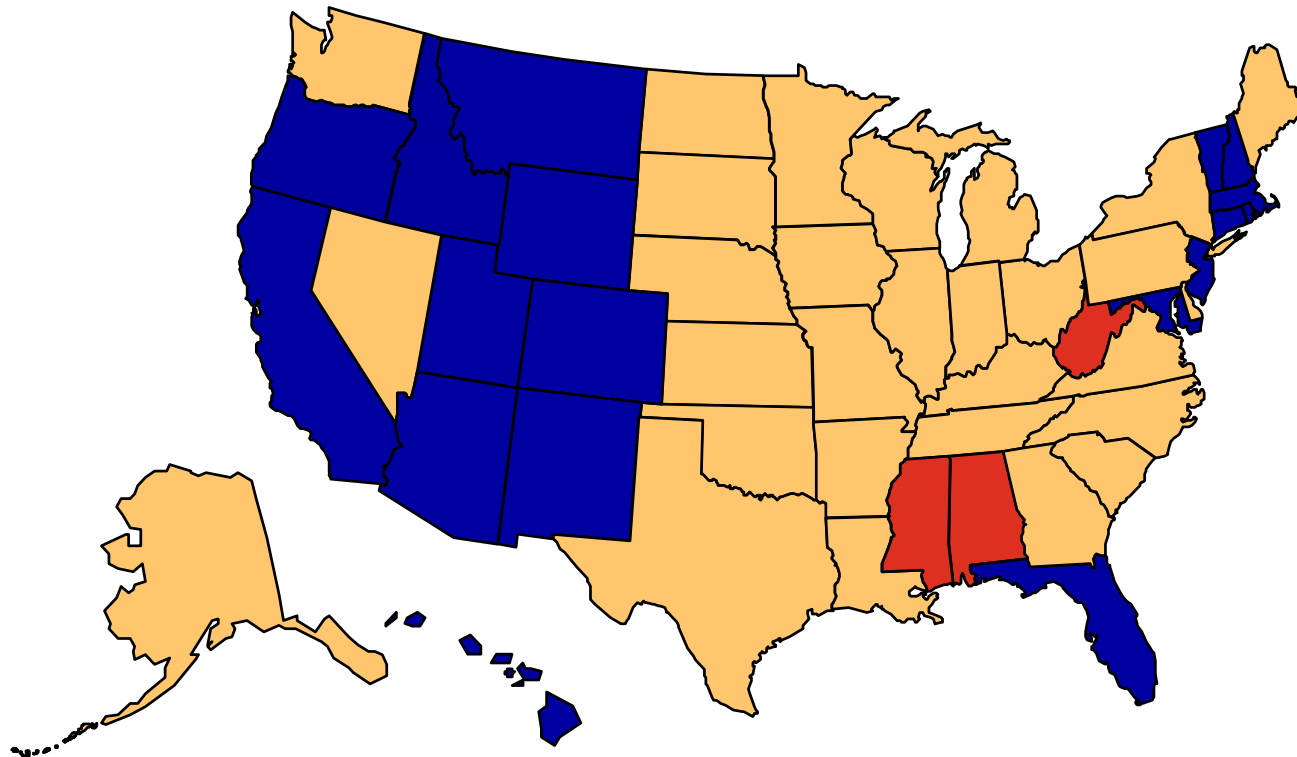


□ No Data □ <10% □ 10%–14% □ 15%–19% □ 20%–24% □ ≥25%

Obesity Trends* Among U.S. Adults

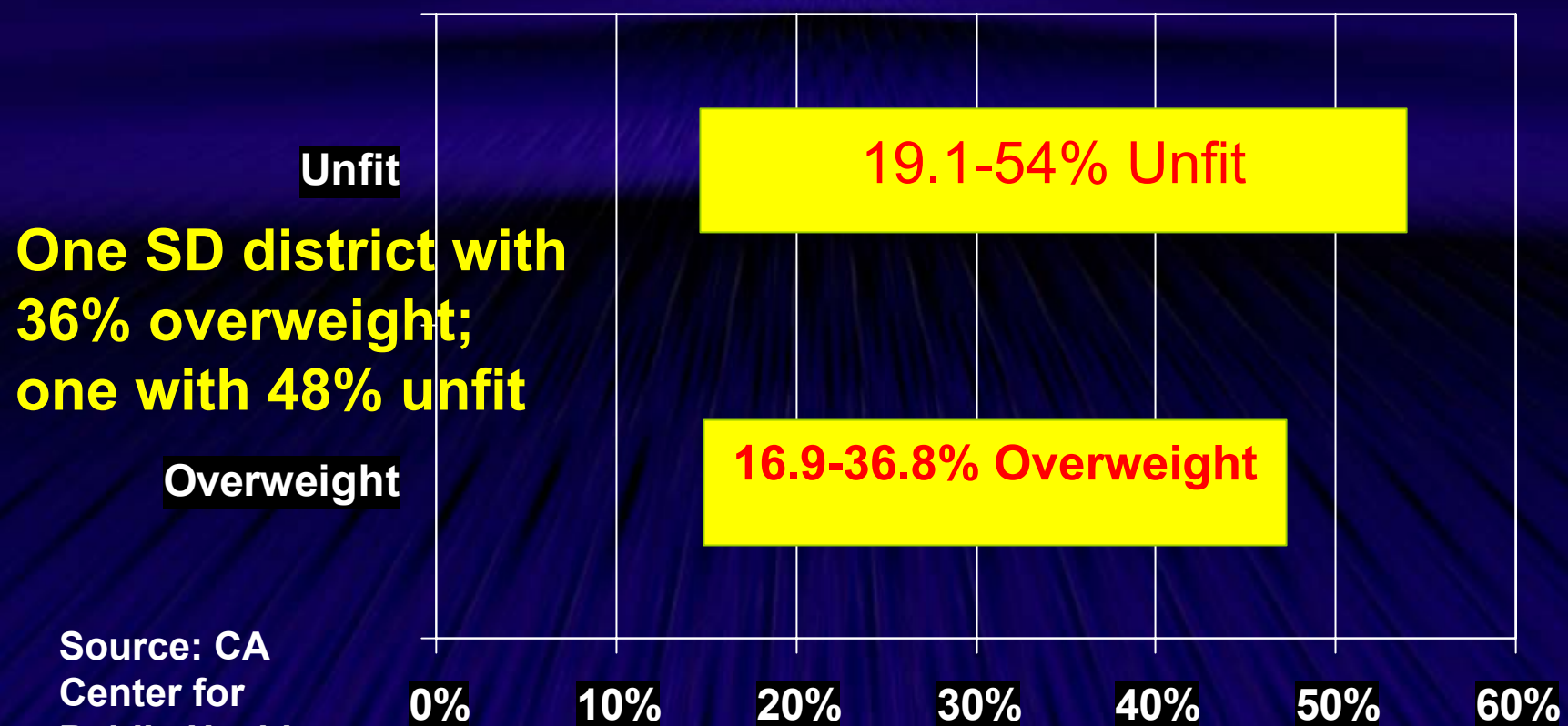
BRFSS, 2002

(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)



Source: Behavioral Risk Factor Surveillance System, CDC

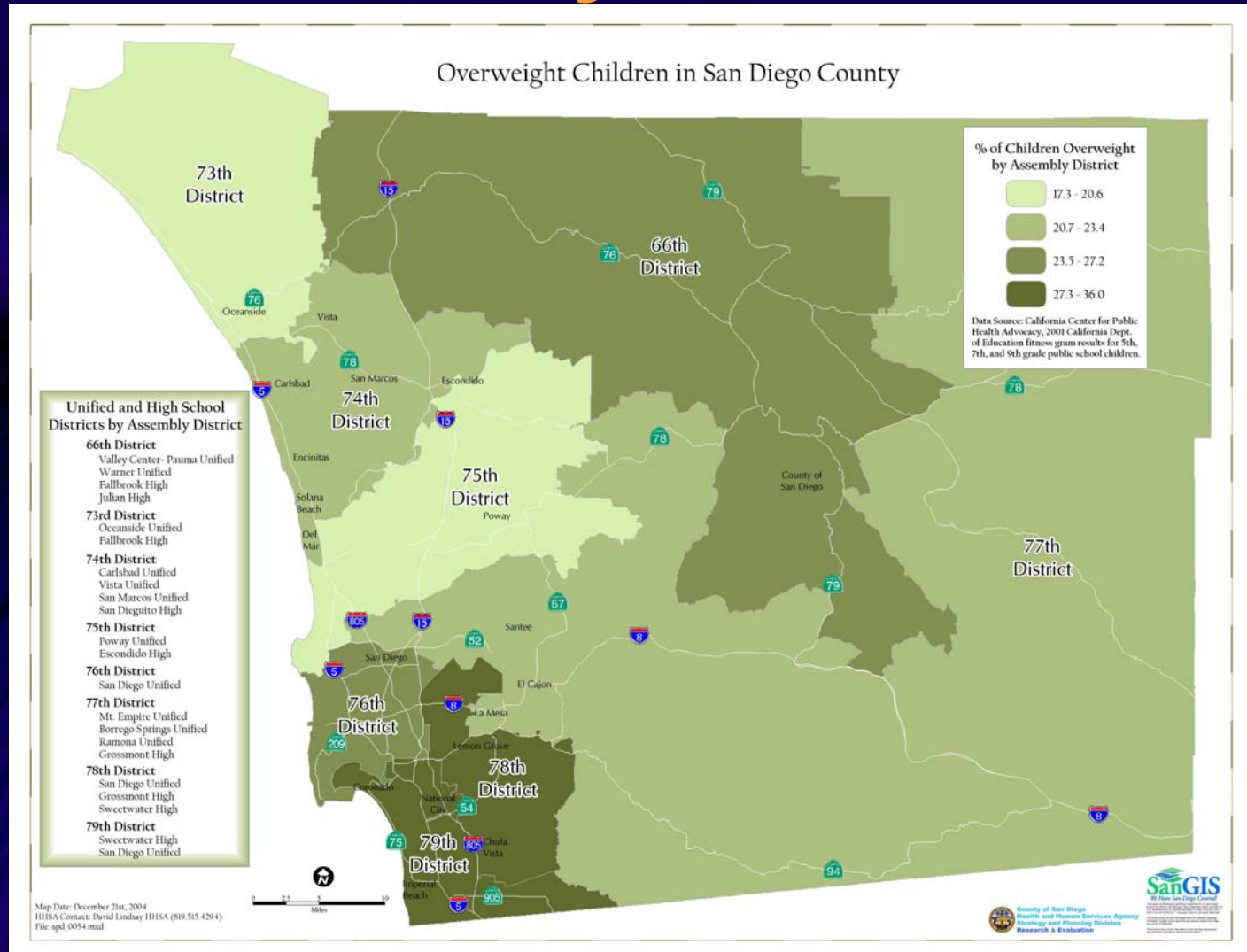
Ranges of Overweight and Unfit Children in CA Assembly Districts



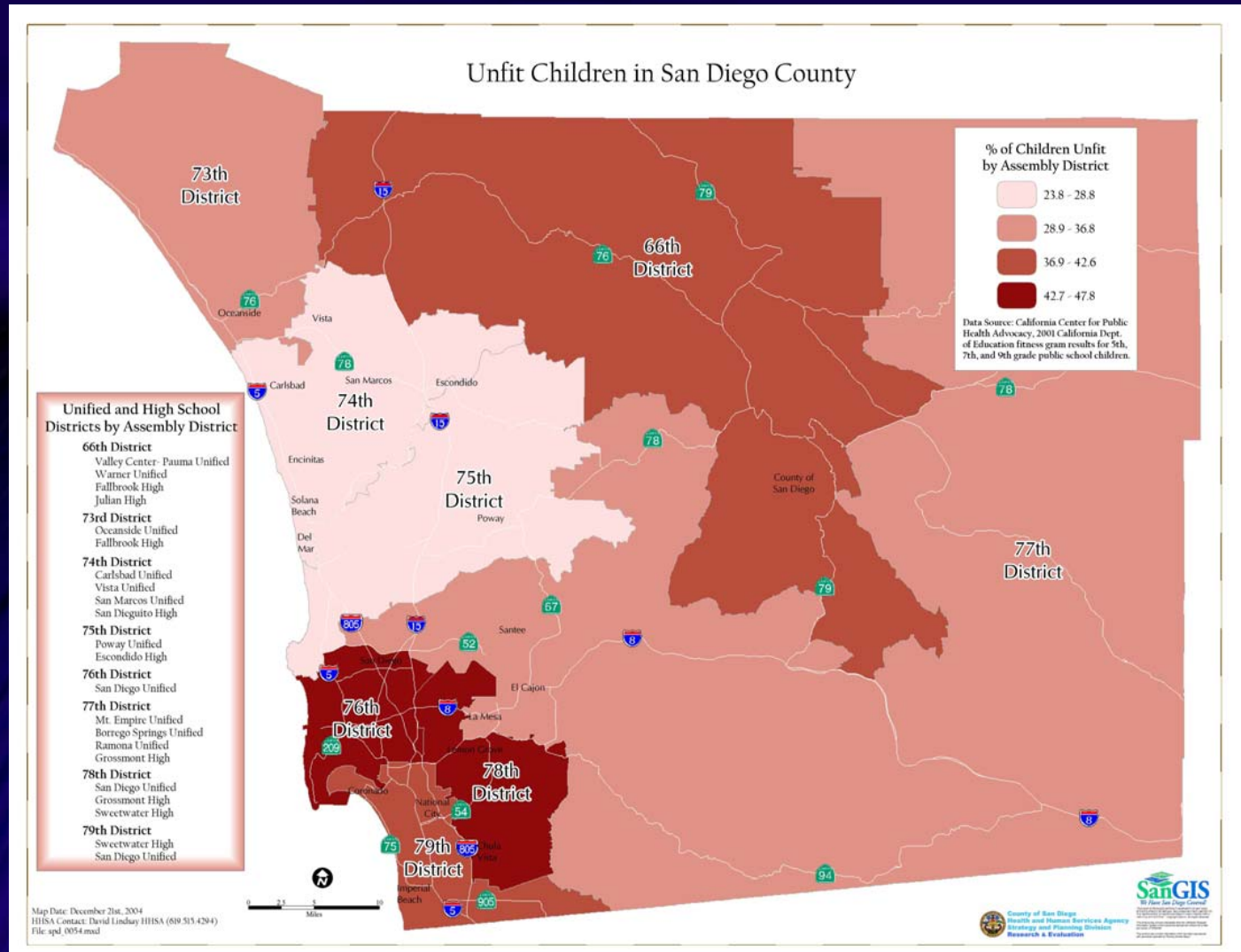
One SD district with
36% overweight;
one with 48% unfit

Source: CA
Center for
Public Health
Advocacy

Overweight Children by Assembly Districts



Unfit Children by Assembly District





Degenerative Diseases of Childhood

The Obesity Related Diseases

- Asthma
- Certain type of cancers
- Sleep apnea
- Early puberty
- Joint and hip problems
- Psychological
- Fatty liver disease
- Hypertension
- ↑ lipids
- Heart disease
- Type II (adult-type) diabetes

The Cost of Diabetes in Our Future



1 in 3 children born today will develop type 2 diabetes in their lifetime



Diabetes

Age 30

The Cost of Diabetes in Our Future



In 2002: 17 million diabetics

In 2027: 50 million diabetics

In 2002: \$132 billion

In 2027: \$1 trillion

Chronic Diseases are Preventable!

Disorder	% Cases Preventable	Reference
Heart Disease	60-70%	Koop, 2002
Stroke	80%	Michel, 2001
Cancer	60-80%	Rosenthal, 1998
Type 2 Diabetes	90%	Hu, 2002
Cataracts	80%	Jacques, 1997



**What is Happening in our
Community?**

Partnership Examples

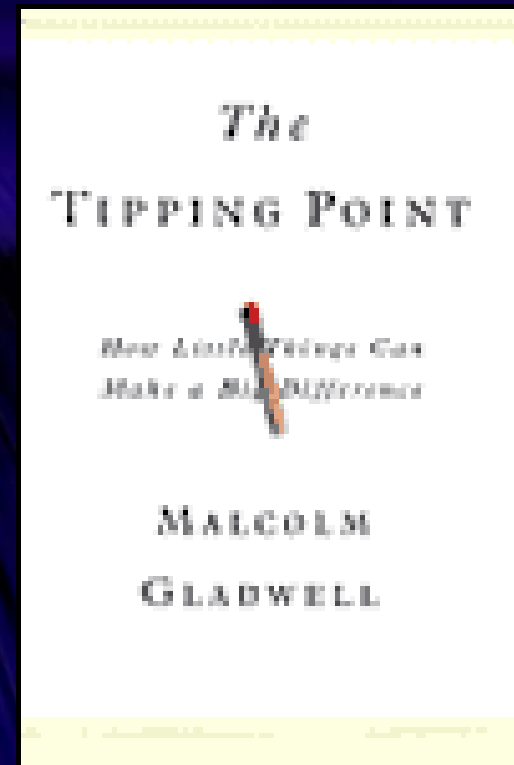
- AAP and Coalition on Children and Weight San Diego (CCWSD)
 - Pediatric Obesity Conference
- CCWSD and School Boards
 - Letter of collaboration available

Partnership Examples cont.

- KyXy 96.5 Radio and CCWSD
 - *Get Fit Challenge* radio campaign
- YMCA Child Care Resource Services and CCWSD
 - Child Care Nutrition and Physical Activity Certification

Become Community Activist

- Make health contagious
- Start an epidemic
- Components of social epidemic



Coalition Contact

www.ccwsd.net

Leah McClanahan

619-542-4041

leah.mcclanahan@sdcounty.ca.gov

